



Case Study

Active Interest Media

Active Interest Media Employees Become Mobility Enthusiasts with Device Choice from Good for Enterprise

ORGANIZATION DESCRIPTION

Formed in 2003 by Wind Point Partners and Efreem “Skip” Zimbalist III, Active Interest Media (AIM) is a rapidly growing media company focused on enthusiast magazines such as *Black Belt*, *Yoga Journal*, *Backpacker*, and *Vegetarian Times*. The company also produces and markets consumer events, Internet sites, and books. AIM is actively seeking further acquisitions of leading consumer media properties in niche enthusiast markets.

THE CHALLENGE

AIM was an early and loyal user of Research In Motion (RIM) to provide employees with remote access to their corporate email messages. This was a great solution for several years. Recently, however, as newer smartphones such as the Apple iPhone and devices built on the Android operating system began emerging, more and more employees asked AIM’s IT department to support these devices at work.

“It was clear that employees were using iPhones and Android smartphones in their personal lives and did not want to carry two devices—one for work and one for everything else,” said Nelson Saenz, Director

of IT for AIM. “The problem was that we didn’t have a good way to secure and manage these devices.”

To meet some of the pent-up demand, AIM set up several iPhones on ActiveSync. After a controlled test of the devices, the IT group determined that the solution didn’t provide the level of security and management capabilities AIM required.

THE SOLUTION

Fortunately, Saenz learned about Good for Enterprise from doing research about mobile messaging solutions on the Internet. “Good looked promising from what I could tell from comments made by current customers,” said Saenz. The IT department contacted Good, set up a 30-day free trial, and converted the iPhones that were on ActiveSync to the new Good server.

Following the trial, AIM began supporting the devices employees wanted to use for both their work and personal lives. And although a few employees have decided to stay with RIM, a much higher percentage of users is rapidly switching to the new breed of smartphones, particularly the iPhone and Android devices.

“Even though I believe there will not be a single device that wins in the enterprise, the new devices are definitely making inroads into the corporate environment,” said Saenz. “From our perspective, we will support what employees want and that is one of

“We were instantly impressed with the granular security features and in-depth, but easy-to-use management capabilities of Good for Enterprise. We particularly liked the ability to remotely wipe only corporate data from devices while keeping personal information intact. This allows us to support an individual liable model. We were also impressed with the support for multiple devices so employees could use the smartphones that made them most productive.”

-Nelson Saenz, Director of IT
Active Interest Media

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the main reasons Good has become a key part of our mobility strategy.”

THE BENEFITS

As more and more employees use Good for Enterprise, the benefits are becoming clear in three areas—employees, IT, and the company itself.

Employee Benefits

Work-Life Balance and Productivity—Because employees can use the devices they want, they are happier and can do their jobs better. Recently, a Production Director for one of AIM’s magazines was called to jury duty at the same time an issue had to go to market. Using Good for Enterprise, she was able to access her email, review and respond to attachments, and schedule meetings during her breaks. “Good allowed this employee to fulfill her civic duty while meeting the deadline demands of her job,” said Saenz. “In addition to relieving a lot of stress, this was further evidence that device choice and the individual liable model are the way to go.”

IT Benefits

Management—Good gives AIM the ability to easily manage its fleet of devices with Good Mobile Control, a web-based console for over-the-air management, granular security enforcement, and end-to-end visibility for troubleshooting and support. With Good Mobile Control, AIM can set and enforce security policies that can be tailored for every user including passwords, access to applications, data encryption, device features, as well as remote device lock down or erase, and compliance management.

Security—Since smartphones represent a potential threat to company information, AIM has to maintain the highest level of security possible. Good provides end-to-end mobile security with FIPS certified 192-bit AES encryption for data in transit as well as data stored on users’ devices. Good’s server is also deployed behind the enterprise firewall so security is not compromised by having to open new ports.

Company Benefits

Device Choice—As new devices come to market that employees want to use in their personal lives, AIM also wants to support these smartphones and devices like iPads and other tablets, at work. AIM’s shift to an individual liable model is a win-win situation. Employees win because they only have to carry one

device that meets their work and personal needs. AIM wins because costs are lower and IT spends less time administering and supporting devices, allowing the department to focus on more strategic projects.

Acquisitions—AIM’s strategy is to grow and become even more competitive by acquiring independent publishers of enthusiast magazines. Good for Enterprise allows new employees to select the devices that work best for them rather than dictating which device they must use. “Good has already benefitted AIM during a recent acquisition of an equine line of publications,” said Saenz. “Employees were thrilled that they could discontinue using their Blackberry s and start using the new iPhone.”

In conclusion, Saenz commented: “In reality, all of the Good for Enterprise benefits blend together to help everyone involved. As the boundaries between work and personal life continue to blur, Good will become an even more important part of our mobility strategy to support device choice while ensuring the security and management AIM requires.”

SUMMARY

Challenge—Secure and manage the smartphones employees want to use at work such as the Apple iPhone and iPad and Android devices.

Solution—Good for Enterprise lets AIM support an individual liable model to give employees device choice while saving costs, and ensuring security and management are under control.

Payoff—

- Employees are happier and more productive because they can use the devices they want at home and work.
- IT can ensure AIM’s mobile environment is safe and focus more time on strategic projects.
- Lower costs and more productive employees mean AIM can continue to lead in an ultra competitive and challenging marketplace.



Good Technology

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